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<b>TRANSMITTAL FORM</b>  (to be used for all correspondence after initial filing)	Application Number	10/754,155	
	Filing Date	January 9, 2004	
	First Named Inventor	John McMullen	
	Art Unit	N/A	
	Examiner Name	N/A	
Total Number of Pages in This Submission		Attorney Docket Number	CUSTB 63550

ENCLOSURES (check all that apply)		
<input type="checkbox"/> Fee Transmittal Form	<input type="checkbox"/> Drawing(s)	<input type="checkbox"/> After Allowance communication to Group
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SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	FULWIDER PATTON LEE & UTECHT, LLP
	Customer No. 24201
Signature	
Date	April 9, 2004

CERTIFICATE OF TRANSMISSION/MAILING	
I hereby certify that this correspondence is being facsimile transmitted to the USPTO or deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the	
Typed or printed name	David G. Parkhurst
Signature	
Date	April 9, 2004

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the application of

JOHN W. MCMULLEN, ET AL.

Serial No. 10/754,155

Filed: January 9, 2004

For: STORE WITH INTERACTIVE  
MERCHANDISING SYSTEM AND  
METHOD OF OPERATION

Docket No. CUSTB 63550

April 9, 2004

INFORMATION DISCLOSURE STATEMENT

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:


Pursuant to the duty of disclosure and 37 C.F.R. § 1.97(b), enclosed is Form PTO/SB/08b listing art which may be material to patentability of the invention. Copies of the cited reference are enclosed.

It is believed that these references will be helpful during examination of the application, and it is believed that no fee is due in connection with this paper. However,

should a fee be required, the Commissioner is authorized to charge any fee due in connection with this matter to Deposit Account No. 06-2425. A duplicate copy of this paper is enclosed.

Respectfully submitted,

FULWIDER PATTON LEE & UTECHT, LLP

By:   
David G. Parkhurst  
Registration No. 29,422

DGP/rvw  
Encls: Return Postcard  
References (2)

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